



DOLPHIN SMART TRAINING WORKSHOP
Central and Southwest Florida
May 2010

Time: 8:00 am to 12:00 pm

Purpose: To ensure all participants receiving recognition through the Dolphin SMART program are trained to a minimum knowledge standard.

Objectives:

- (1) Ensure participants understand the Dolphin SMART program and criteria;
- (2) Ensure participants understand incentives for being Dolphin SMART or *Proud Supporters*;
- (3) Provide participants with background information on the Marine Mammal Protection Act and how Dolphin SMART aids conservation;
- (4) Provide participants with an understanding of and ability to recognize normal wild dolphin behaviors versus disturbed behaviors, as well as how to responsibly view dolphins;
- (5) Provide participants with information about local research on wild dolphin populations;
- (6) Ensure participants have information to provide training to their captain and crew members; and
- (7) Ensure participants have information to provide appropriate education messages to their customers.

When	Sessions	Who
8:00- 8:10 am	<u>Welcome:</u> <ol style="list-style-type: none"> 1. Introductions 2. Review agenda and training objectives <p>Total: 10 minutes</p>	Stacey Horstman, Jessica Powell
8:10- 8:30 am	<u>Program Overview:</u> <ol style="list-style-type: none"> 1. Program History 2. Program mission, goals, and objectives 3. Criteria 4. Application 5. Evaluation/renewal process 6. Participation incentives – DS Participant 7. Proud Supporters Program 8. Responsibilities – participant and sponsors 9. Questions (5 min) <p>Total: 20 minutes</p>	Jessica Powell
8:30 - 8:45 am	<u>The Business Value of Dolphin SMART</u> <ol style="list-style-type: none"> 1. What is “Cause Marketing” 2. Current research findings 3. Incorporating Dolphin SMART into your business 4. Questions (5 min) <p>Total: 15 minutes</p>	Jessica Powell
8:45- 9:00 am	<u>How does Dolphin SMART Aid Conservation</u> <ol style="list-style-type: none"> 1. Threats to dolphins from human interactions 2. Harm to dolphins from human interactions 3. Dolphin SMART’s role in conservation 4. Questions (5 min) <p>Total: 15 minutes</p>	Stacey Horstman
9:00- 9:10 am	BREAK	
9:10- 9:40 am	<u>MMPA Overview:</u> <ol style="list-style-type: none"> 1. Review and explain pertinent USC and CFR laws, rules, regulations, and prohibitions, as well as Truth and Advertising Laws 2. Review MMPA permits/exemptions 	Rick Hawkins

	<ol style="list-style-type: none"> Review and discuss penalties associated with MMPA violations How to report potential violations Vicarious liability issues Questions (5 minutes) <p>Total: 30 minutes</p>	
9:40-9:55 am	<p><u><i>Viewing Guidelines and Techniques:</i></u></p> <ol style="list-style-type: none"> Review viewing guidelines outlined in the program criteria Discuss additional techniques for maximizing viewing while minimizing disturbance Questions (5 minutes) <p>Total: 15 minutes</p>	Stacey Horstman
9:55-10:10 am	<p><u><i>Advertising Guidelines:</i></u></p> <ol style="list-style-type: none"> Review advertising guidelines Appropriate vs. inappropriate advertising Questions (5 minutes) <p>Total: 15 minutes</p>	Cheryl Bonnes
10:10-10:20 am	<p><u><i>How to become Dolphin SMART:</i></u></p> <ol style="list-style-type: none"> Review the steps to becoming Dolphin SMART Review Dolphin SMART participant recognition Review how to maintain program participation in the new calendar year Questions (5 minutes) <p>Total: 10 minutes</p>	Jessica Powell
10:20-10:30 am	BREAK	
10:30-10:45 am	<p><u><i>Dolphin SMART Proud Supporters:</i></u></p> <ol style="list-style-type: none"> Proud Supporter Eligibility How to become a Proud Supporter What it means to be a Proud Supporter Questions (5 minutes) <p>Total: 15 minutes</p>	Cheryl Bonnes

10:45- 11:00 am	<u><i>Dolphin behaviors:</i></u> <ol style="list-style-type: none"> 1. Basic dolphin biology and common myths 2. Discuss natural behaviors and those vulnerable to disturbance 3. Review behavior card 4. Questions (5 minutes) <p>Total: 15 minutes</p>	Jessica Powell
11:00- 11:45 am	<u><i>Local Dolphin Research:</i></u> <ol style="list-style-type: none"> 1. Provide information on local wild dolphin research 2. Questions (5 minutes) <p>Total: 45 minutes</p>	Kim Hull: Ft. Myers/ Naples Dr. Randy Wells: Sarasota/Bradenton Dr. Shannon Gowans: St. Petersburg/ Clearwater
11:45- 12:00 pm	Closing/Questions	All